

**AGBUS 60 Course Outline as of Fall 2004****CATALOG INFORMATION**

Dept and Nbr: AGBUS 60      Title: AG & WINE BUS MANAGEMENT  
 Full Title: Agriculture and Wine Business Management  
 Last Reviewed: 5/15/2006

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As: WINE 60

Formerly: AG 75

**Catalog Description:**

This course introduces students to agriculture and wine business management. The diverse aspects of management will be covered including: developing a marketing plan, financial statements, organization, supervising employees, staffing, labor laws and long range planning. Field trips to visit successful managers and business owners will supplement the class studies.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This course introduces students to agriculture and wine business management. The diverse aspects of management will be covered including: developing a marketing plan, financial statements, organization, supervising employees, staffing, labor laws and long range planning. Field trips to successful managers and owners will supplement the class studies. (Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1981	Inactive: Spring 2007
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Outcomes and Objectives:**

A successful student in Agriculture 75 will be able to:

1. Rate the Agribusiness system
2. Construct a marketing plan
3. Examine a financial statement
4. Compare the legal structures of a business
5. Prioritize the goals of a business
6. Prepare an address to employees
7. Organize and lead a meeting
8. Evaluate potential employees
9. Motivate existing employees
10. Screen health and safety practices
11. Critique an employee handbook

**Topics and Scope:**

1. The Agribusiness System
  - a. Historical perspective
  - b. The input sector
  - c. The production sector
2. The Planning Function
  - a. Business decision making
  - b. Mission statements
  - c. Purpose and objectives
3. Developing a Marketing Plan
  - a. The marketing mix
  - b. Principles of consumer demand
4. Budgeting and Financial Statements

- a. Types of budgets
  - b. Balance sheets
  - c. Profit and loss statements
5. Choosing a Legal Structure and the Role of Cooperatives
    - a. The sole proprietorship
    - b. The partnership
    - c. Corporations
    - d. Agricultural cooperatives
  6. Organizing and Setting Goals for a Business
    - a. Identifying critical tasks
    - b. Organizing approaches
    - c. Decision making
  7. Organizing Appointments and Meetings
    - a. Time management
    - b. Successful meeting planning
    - c. Public speaking
  8. Supervising and Motivating Employees
    - a. Developing a motivational environment
    - b. Management styles
    - c. Communication and feedback
  9. Staffing and Organization
    - a. Developing a staffing plan
    - b. Writing job descriptions
    - c. Evaluating resumes and interviewing
  10. Health and Safety in California
    - a. Farm labor contractors
    - b. Federal and California OSHA
  11. Employee Handbooks

**Assignment:**

Selected management case studies.

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports

Writing  
30 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Exams

Problem solving  
10 - 20%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

Exams  
40 - 50%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

**Representative Textbooks and Materials:**

FUNDAMENTALS OF MANAGEMENT: Robbins and Decenzo, Third Edition, Prentice Hall, 2001

FIRST THINGS FIRST: Steven Covey, 1996, Reprint Edition, Fireside Publishers

LABOR MANAGEMENT LAWS IN CALIFORNIA AGRICULTURE: Rosenberg, Horwitz, and

Egan, Second Edition, 1995, Regents of the University of California